

## CLAIMS

That which is claimed is:

1. An apparatus for simultaneously collecting and retaining coins and advertising or promoting a commercial product or services as well as the operations of a charitable entity, comprising:

a container for retaining coins, including an opening for receiving deposit of coins;

advertising material displayed on the container, wherein said advertising material includes:

advertising material or contact information for a charitable entity and

advertising or promotional material for a commercial entity.

2. The apparatus of claim 1, wherein the container is a cylindrical container.

3. The apparatus of claim 2, wherein the cylindrical container includes at least one removable end and at least one substantially linear coin deposit slot in one end of the container.

4. The apparatus of claim 3, wherein said cylindrical container alone weighs less than 50 grams.

5. The apparatus of claim 4, wherein said container further comprises material inside said container, the material selected from advertising materials, promotion materials, coupons, product samples, and combinations thereof.

6. The apparatus of claim 1, further comprising at least one sample product of said commercial entity free of charge in said container.

7. The apparatus of claim 1, wherein

the container is a cylindrical container, including at least one removable end and at least one substantially linear coin deposit slot in one end of the container;

said container weighs less than 50 grams;

said container further comprises material inside said container, said material selected from advertising materials, promotion materials, coupons, product samples, and combinations thereof;

wherein at least one sample product of said commercial entity is provided free of charge in said container; and

said container is recyclable or reusable.

8. A method of conducting business, comprising the steps of:

distributing coin collection and retention devices to consumers;

advertising, promoting or providing information related to a commercial product or service of a commercial entity on the exterior of the coin collection and retention device; and

advertising, promoting or providing information relating to a charitable entity on the exterior of the coin collection and retention device.

9. The method of claim 8, further comprising the step of accepting coin collection and retention devices containing coins from said consumers.

10. The method of claim 9, further comprising the step of providing said consumers with a report of the value of the coins accepted and the estimated amount of charitable contribution made.

11. The method of claim 10, further comprising the step of distributing charitable amounts from coins collected to said charitable entity.

12. The method of claim 11, wherein said commercial entity provides the majority of funding for the method.

13. The method of claim 8, further comprising the step of advertising, promoting or providing information relating to a charitable entity on the interior of the coin collection and retention device.

14. The method of claim 8, further comprising the step of providing a sample product free of charge in the coin collection and retention device.

15. A method of increasing the circulation rate of coins in the economy and reducing the need to mint new coins, comprising the steps of:

distributing coin collection and retention devices to consumers, wherein said collection and retention device provides incentives to consumers to return the device because at least a portion of the amount collected is donated to charity;

obtaining at least a portion of the funding for the coin collection and retention devices and related distributing and collecting by allowing commercial entities to advertise or promote products or services with said devices; and

distributing charitable amounts collected to said charitable entity.

16. The method of claim 15, further comprising the step of advertising, promoting or providing information related to a commercial product or service of a commercial entity on the exterior of the coin collection and retention device.

17. The method of claim 15, wherein said commercial entity provides the majority of funding for the method.

18. The method of claim 15, further comprising the step of accepting coin collection and retention devices containing coins from said consumers.

19. The method of claim 15, further comprising the step of providing a sample product free of charge in the coin collection and retention device.

20. The method of claim 15, further comprising the steps of:

accepting coin collection and retention devices containing coins from said consumers;

advertising, promoting or providing information related to a commercial product or service of a commercial entity on the exterior of the coin collection and retention device, wherein said commercial entity provides the majority of funding for the method; and

providing a sample product free of charge on the interior of the coin collection and retention device.